



This report encompasses the activities and achievements of Discover Coronado between July 1 and September 30, 2018, the first quarter of FY19.

BOARD OF DIRECTORS

Tom Mitchell, who had previously represented the Coronado Historical Association stepped down so their new Executive Director, Robin MacCartee, could join the Advisory Board of Discover Coronado.

GROUP MEETING SALES

Summer is considered the heavy season for group sales because most planners finalize contracts in the Fall. So Coronado could compete for more business, Siri Gawecki, Director of Destination Sales interacted with clients at meeting tradeshow in Toronto, Salt Lake City, Seattle and Los Angeles. During the quarter Discover Coronado hosted a group of meeting planners at the annual Beach Polo event at the Hotel del Coronado.

Discover Coronado partnered with the organizers of 92118 Day in Coronado to provide a fitting end to the day. A special 5-minute firework display was provided by Discover Coronado to entertain visiting meeting planners and residents alike.

In September, plans were put in place to maximize Coronado's profitability at IMEX, the largest tradeshow for the meeting industry. To increase the number of client appointments, Discover Coronado marketed to meeting planners prior to the event via an exclusive email service as well as a publication read by large-scale event planners.

To entice meeting planners to book a convention in Coronado, a 4% rebate was offered on contracts signed before December 31, 2018.

During the quarter several important client events were planned and developed including an event for tech meeting planners in the Pacific Northwest. Discover Coronado partnered with the Seattle Seahawks to create an exciting client for November.



In July the Executive Director began developing a free shuttle program to better navigate conventioners into local shops during the holidays. Three of the four assessed hotels are along the Free Shop Local Shuttle route. That service will be rebranded in Q2.

In the August meeting of Discover Coronado, the Board reviewed the Master Plan to redevelop the Hotel del Coronado. The renovation is comprehensive, and solutions are in place for displaced parking spaces and demolition of several buildings.

OTHER BUSINESS

So they fully understand Discover Coronado scope of work, the Executive Director met with each of the candidates for Coronado City Council. He briefed them on the core mission to attract conventions and how that shift in 2015 has strengthened the transient occupancy tax in Coronado.

The ED also met with leaders of the Coronado Golf Course to make the course more attractive to visiting meeting attendees. Often, they leave Coronado for golf courses in San Diego and the ED wanted to identify negatives and obstacles they have at Coronado Golf Course.

REVENUE

In the first quarter of FY19, the assessment totaled \$242,587. Year-over-year, that total is 10% more than Q1 of FY18.